

## SANDWICH BUSINESS GROUP

### MINUTES

March 1, 2010

### ATTENDING

Gunnar Berg, Becca Boyden, Susan Davies, Julie Deak, Diane Johnson, Susan Lirakis, Bob MacArthur, Don Sutton

Sitting in for Don Brown, Don Sutton called the meeting to order at 8:40 a.m. at Mocha Rizing.

### APPROVAL OF MINUTES

The minutes of the February 1, 2010 meeting were approved.

### TREASURER'S REPORT

Julie reported that we have received payments from 28 members since the annual meeting. The balance in the account as of February 28, 2010 is \$4,670.04, which includes payments from 23 members. The Treasurer's report was approved.

### OLD BUSINESS

Sled Dog Race was cancelled due to lack of snow.

### Signage

Gunnar shared prototypes of SBG membership signs that he has constructed. One is suitable for a car bumper sticker and the other is a sign that can be posted outside a business or on a business door. Bob asked about the goal of the signage. Is this a SBG advertising effort or a member recognition effort? Gunnar reported that his goal is to tie the Sandwich Business Group to Discover Sandwich where interested parties can gather more information.

Based on Gunnar's preliminary cost estimate there seemed to be consensus to proceed with a bumper sticker approach that links the SBG to Discover Sandwich. Don Sutton will work through the marketing committee to gather costs of various options and will bring a proposal back to the group for a decision.

### ONGOING BUSINESS

#### Membership Question (Multiple businesses / single owner)

One SBG member has three different businesses. In renewing his membership he inquired if he had to pay full membership dues for each business for listing in the brochure and the web site. We discussed offering a single membership with multiple listings at a discounted rate or requiring separate memberships at the full rate for each business. We agreed that a decision should be made independent of the space available in the current brochure format, since we would encourage as many businesses as possible to join and be represented in the brochure.

We currently have the precedent of two businesses (separate memberships) under one ownership. Since we had differing opinions on how to proceed, we agreed to consult the By-Laws to see if the

definition of memberships informs our discussion. Don Sutton will work with Don Brown to propose a resolution.

#### Membership Status

Don Sutton reported that as of today's deadline for signing up we have 30 paid members. We agreed to call those 2009 members whom we haven't heard from to determine their status and get a commitment on the phone. Don Sutton referenced the email that Don Brown distributed last week that describes member benefits. Callers may use that information as a reference. The following volunteered to make calls: Diane, Susan, Julie, Becca, and Don S. Our intent is to get a commitment on the phone.

#### 2010 Discover Sandwich Brochure Status

Diane reported that the picture group met and selected ten pictures to send to Janina. Don Sutton is reviewing the word document of copy for updates.

#### NEW BUSINESS

##### Brochure Distribution

Don Brown will be meeting with Dick St. Onge of Best Read Guide on Friday to confirm plans for distribution of the SBG brochure this year.

##### Greater Ossipee Area Chamber of Commerce (GOACC) Ad

Last year we subsidized the GOACC ad because the SBG logo was at the center of the ad. Ten members participated in the ad last year at a cost of \$33 per member. A subsidy for an ad for this year is in the SBG budget.

##### Sandwich Fair Ad

Last year SBG sponsored an ad in the Sandwich Fair brochure. We have this in our budget for this year. Don Sutton reported that Don Brown is planning to talk with Fran regarding the quality of the print job and the timing of our submission.

#### NEXT MEETING

The next SBG meeting will be April 5, 2010 at 8:30 a.m. at Mocha Rizing. For the Second Cup Conversation that day Don Sutton will present A Window Into Your Business, based on a course he teaches at Plymouth State.

#### ADJOURNMENT

The meeting was adjourned at 9:38 a.m.

Respectfully Submitted,

Bob MacArthur